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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson, Michael D. Ellis,
Robert A. Knee, and Kenneth F. Carpenter, Jr.

Serial No. :

Filed : Concurrently Herewith

For : PROGRAM GUIDE SYSTEM WITH TARGETED
ADVERTISING

Group Art Unit :

Examiner :

Hon. Assistant Commissioner
for Patents
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Before examining this patent application, please amend
the application as follows:

In the Claims

Please amend claims 96-98 as follows:

96. (Amended) The method defined in claim [91] 95

wherein the step of taking the targeted action further comprises
the step of automatically setting a program reminder based on the
user's interests.

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